

YELLOWSTONE COUNTRY MONTANA

MARKETING PLAN

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MISSION

The mission of Yellowstone Country Montana, Inc, (YC or YCMI) is to market and promote the region as a preferred vacation destination for visitors and residents. The organization will accomplish this mission by adhering to specific organization goals and project objectives set forth in the annual marketing plan.

1) PURPOSE

Yellowstone Country promotes the region as “America’s 1st Playground,” a nature-based vacation destination for active travelers and residents wishing to experience our natural scenic beauty and the recreational opportunities which abound in the greater Yellowstone National Park region. YCMI endorses sustainable geo-tourism attitudes, behavior and practices; promotional campaigns will target high value, low impact travel consumers “geo-tourists” who recognize and embrace the importance of enhancing & protecting our natural resources and environment while enjoying a quality experience.

2) IDENTITY OF THE AREA

STRENGTHS

This region has a wealth of recreational activities, historical & cultural attractions, unique festivals, and community events which appeal to specific target market segments (see demographics).

- **Yellowstone National Park** — America’s 1st national park is the primary attraction for visitors to the region. Three of the five entrances to the park are located in Yellowstone Country. The region benefits greatly from having the only year-round entrance at Gardiner, the most-accessed entrance at West Yellowstone and the Northeast entrance near Cooke City, which leads travelers over the famed Beartooth Highway, described by Charles Kuralt as “the most beautiful highway in America.” Visitation to YNP increased nearly 10% in 2007, with over 3 million visitors; it is projected that 2008 numbers will continue an upward trend.

- **National Park Corridor** – Yellowstone Country is located at a unique crossroads. In addition to our three Yellowstone entrances, we are just a short drive from Grand Teton National Park and ideally situated on the corridor leading from these parks north to Glacier National Park.
- **Four Major Alpine Ski Resorts** — Big Sky, Moonlight Basin, Bridger Bowl, Red Lodge Mountain, are all located within close proximity to the Bozeman and Billings airports and the I-90 & I-15 highway corridors.
- **Two Major Snowmobile Areas** — Visitors have access to a multitude of groomed and Forest Service Trails, including the nationally recognized West Yellowstone and Cooke City areas.
- **Established Pre-Existing Tourism Historic Sites, Roads & Trails** — Art galleries, museums, festivals and events are found throughout the communities located along State Highways 78, 89, 191 and the I90 corridor. Examples: Museum of the Rockies-MSU Bozeman, Lewis & Clark sites, Festival of the Nations, the Yellowstone Historic Center Museum, All American Beartooth Highway and the Dinosaur Trail.
- **Unique Annual Events** — Annual events and festivals such as the Bridger Bowl Raptor Fest, Yellowstone Days, Sweet Pea Festival and Winter Snowmobile Expo entice YNP visitors to extend their trip from the park into Yellowstone Country to take in & participate in unique experiences.
- **Recreational Opportunities** — Visitors can participate in a multitude of outdoor recreation experiences, such as ATVing, hiking, climbing, mountain biking, horseback riding, RVing, camping, golfing, fly-fishing, bird & wildlife watching, Nordic and alpine skiing, snowmobiling, hunting, whitewater rafting and other water sports.
- **Lodging and Meeting Facilities** — This region has a wide variety of lodging and meeting properties that can meet the needs of small or large groups for either business or leisure travelers. These range from unique private retreats, vacation rental homes, guest ranches, historic hotels, and bed and breakfasts to full-service resorts and national chain hotels & motels.
- **Shoulder Seasons** — Statistics from the regional Visitor Information Centers show that non-resident visitation is increasing during the spring and fall seasons, which presents an opportunity to promote to niche market segments, small-medium group meetings/retreats and targeted drive markets as an ideal visitation period.
- **Transportation** — The Bozeman and Billings airports provide air service from major airlines Delta, United Express, Horizon & Northwest (with Frontier coming in May), as well as service from the regional carriers. Additionally,

West Yellowstone, Livingston, Big Timber and other airports provide options for travelers arriving by charter and/or private flights. I-90 is the main east/west artery for automobile traffic, passing through the center of the region. Shuttle bus service is available from Bozeman to Big Sky and West Yellowstone, along with new direct bus service from the Salt Lake airport to West Yellowstone. Charter bus service is also an available option for visitors.

- **Access** — YNP, national forests, state parks and recreation areas in the region are easily accessible and within a short distance from major airports and highways.
- **Events** — Yellowstone Country is host to a wide array of annual events from festivals to rodeos to Independence Day celebrations. From the annual small town barbecues to the world-renowned Raptor Fest, these annual events offer another incentive for trip planners.

SERVICE & SALES OPPORTUNITIES (CHALLENGES)

Although one or more of the following may provide a challenge at any given time, it is an opportunity for YCMI to accentuate the positive and enhance promotion of the other unique and wonderful attributes of our region; thereby mitigating possible adverse effects for the region:

- **Weather & Seasonal Conditions** (including natural challenges such as forest fires and earthquakes)
- **Access to Public Lands**
- **Geographical Challenges to Technology**
- **Informed and Educated Front-line Personnel**
- **Political & Environmental Issues relevant to YNP**

3) GOALS

All PROJECTS undertaken by Yellowstone Country support the following primary goals:

- Identify and prioritize key marketing opportunities.
- Continue branding the region as “America’s 1st Playground” in all media campaigns.
- Continue branding Yellowstone National Park as a Montana product.
- Develop & utilize hospitality, education and training programs as a means to inform residents and business operators about the economic and social value of tourism to a community, region and the state.
- Work to preserve and enhance existing assets, amenities and natural resources in the region.

- Maximize efficiency of marketing campaigns by developing key strategic partnerships to help leverage and increase available promotional funding.
- Sell specific event and cultural/historical offerings in conjunction with a trip to the national parks. Emphasize the activities that can be found in Yellowstone Country that may not be available in the parks.
- Attract new tourism dollars into the region.
- Increase tourism dollars by extending lengths of stay in the region.
- Develop an annual budget for marketing.

4) SUPPORT FOR STATE 5-YEAR STRATEGIC PLAN

In the FY 08/09 annual marketing plan, YCMI will implement projects that support the State of Montana's 2008-2012 tourism strategic plan; specifically the following Goals, Objectives & Actions identified for the Regions/CVBs in Appendix E:

- **Goal 1: Increase Four-season Tourism Revenues Statewide Through Effective Marketing & Promotions, Focusing on the High-Value, Low-Impact Visitors.**
 Actions 1.1.b, d, e, 1.2.d, 1.3.a, b, c, 1.4.a, c, are supported by the following YC projects: Opportunity & Joint Venture Marketing (identify opportunities to partner with TM, Regions & CVBs on advertising campaigns, conversion research projects, database & lead sharing), Consumer Advertising (Winter TV, Internet advertising, Print and Broadcast Media campaigns), YCMI Website, Publications (Travel Planner, Map Brochure), Publicity (individual & group press trips, press releases, partnering with tourism businesses), Tourism Development (Visitor Information Centers, Kiosks—distribution of printed materials). YCMI will seek to expand public-private partnerships to help leverage marketing dollars. YC invests heavily in Winter Advertising, and will continue efforts to target specific new markets.
- **Goal 2: Attain Public Policy and Citizen Support for Sustainable Tourism & Recreation**
 Actions 2.1, 2.2 are supported by YCMI, which will work with other industry partners to build awareness of tourism issues, benefits/impacts, allocation of accommodations tax funding for promotion in the public and private sectors through publicity efforts, dissemination of printed information, briefings, presentations and workshops.
- **Goal 3: Address Management and Access Issues for Sustainable Recreation on Private, State and Federal Lands**

Actions 3.1, 3.2 are supported by the following YC projects:
Publications (Travel Planner-incorporate responsible use messages),
Joint Ventures, Publicity (Press Trips), Tourism Development (Visitor
Information Centers, Kiosks—distribution of printed materials).

▪ **Goal 4: Enhance & Preserve Montana’s Culture & History**

Actions 4.1.a, b, d. are supported by the following YC projects:
Publications (Travel Planner, Map Brochure), Joint Ventures, Publicity
(Press Trips), Tourism Development (Visitor Information Centers,
Kiosks—distribution of printed materials).

▪ **Goal 5: Support Appropriate Tourism Business Growth**

Actions 5.1.a, b, c, d., 5.2.a. are supported by the following YC
projects: Opportunity & Joint Venture Marketing (identify opportunities
to partner with TM, Regions & CVBs on advertising campaigns,
conversion research projects, database & lead sharing), Consumer
Advertising (Winter TV, Internet advertising, Print and Broadcast Media
campaigns), YCMI Website, Publications (Travel Planner, Map
Brochure), Publicity (individual & group press trips, press releases,
partnering with tourism businesses).

▪ **Goal 6: Address Tourism & Recreation Professional Development**

Actions 6.1.b. YC supports sponsoring at least one regional training
session per year for staff and volunteer board members of tourism,
recreation, historic and cultural organizations and agencies, and will
identify opportunities to work with other organizations to meet this goal.

▪ **Goals 7 & 8 are not applicable to the projects in this annual marketing plan.**

▪ **Goal 9: Increase Funding to Maintain Sustainable Tourism & Recreation**

Actions 9.1, 2, 3, YC will identify opportunities to work with other
organizations to meet this goal, supporting changes in state law,
coordinating marketing efforts with private, public, tribal and nonprofit
groups to leverage existing marketing funds, and partnering with these
organizations in identifying and obtaining at least one funding grant
annually.

▪ **Goal 10: Build an Effective Team to Implement the Strategic Plan & Report Results**

Actions 10.1, 10.2, 10.3.a, b, c., 10.4, 10.5.a, c, d. In each annual
marketing plan, YC will develop, implement and track projects and
activities that support the goals and actions of the strategic plan.

5) MEASURABLE OBJECTIVES

(Individual project applications under these project headings will identify the specific measurable objectives for each project.)

NOTE:

INTEREST FUNDS—YCMC will utilize Interest Funds for annual projects identified as essential support projects for the organization's marketing & promotion efforts not submitted as part of this marketing plan. Projects identified for 2008 include, placemat & tear-off maps reprints and kiosk maintenance

PUBLICATIONS —

Design, print & distribute Yellowstone Country publications to target specific geographic and demographic market segments:

- Print and distribute 230,000 region travel planners as the main fulfillment piece
- Place the travel planner on the YC website in segmented download/print pdf. file format
- Distribute additional copies in specific targeted geographic markets in conjunction with other advertising and promotional campaigns.

CONSUMER ADVERTISING —

- **Internet Advertising** — A variety of media will be used to drive consumers to the website using our host of URL names for recreation specific promotions. Very specific banner and or sponsorship opportunities on select websites will be considered.
 - To drive Internet consumers to our primary website.
 - Request that all YC partners link their websites to www.yellowstonecountry.net
 - Invest in web advertising programs (including Google Adwords) that specifically promote and link to the recreational activity focus and event offerings on our primary website.
 - Purchase links on Yellowstone-specific websites and Yellowstone-related sites targeting those already recognized as having premium web presence and content.
 - Distribute web-based press and media releases to promote any upgrades, changes or additions to our yellowstonecountry.net website (e.g., new videos, streaming data additions, etc.)
- **Winter TV** — YC will work with the four ski areas of Big Sky, Bridger Bowl, Moonlight Basin and Red Lodge Mountain to produce quality television advertising to attract visitors to the region. New and separate creative for alpine, Nordic and snowmobiling will be created for both broadcast and internet media

applications. Because the ski/winter activity industry is subject to weather and snow conditions, YC feels it is realistic to expect a 3% increase in the annual 5-year average skier visit numbers collectively for the four winter ski resorts. Skier visits can vary dramatically on an annual basis. Five year average trends account for variability in snow conditions which strongly impact skier visits numbers.

- Achieve total skier visit numbers 3% or greater than the trending 5 year average
- Identify one new winter market (Denver) and implement ad campaign
- New and separate creative for alpine, Nordic and snowmobiling will be created for both broadcast and internet media applications.
- **Multi-media Advertising Campaign**— YC's advertising efforts will maintain our regional focus to include the following states: MN, WI, ND, SD, ID, WY, WA, CO and Sask., Man., and Alb., Canada.

WEBSITE MAINTENANCE & DEVELOPMENT—

- Continue ongoing site development & maintenance to keep the YC website a top-notch web destination for travelers.
- Develop site architecture based on user-friendly database applications for easier site updates and maintenance
- Improve searchability & recognition on search engines
- Increase number of page views by 15% over previous year
- Increase unique site visits by 15% over previous year
- Increase average site visit time by 15% over previous year
- Conduct quarterly website performance reviews
- Develop electronic database for future marketing campaigns through information captured from guest book, WebTrends reports, direct inquiries

OPPORTUNITY —

- Identify and implement 3 projects during the year to promote specific niche market activities, attractions or events.

JOINT VENTURES — YC will seek opportunities to partner with Travel Montana, other regions and the CVBs for marketing & promotion campaigns.

- Participate in a minimum of 2 joint venture press trips and/or ad campaigns projects with Travel Montana and/or other Tourism Regions & CVBs during the fiscal year.

PUBLICITY —YC's publicity strategy is to plan & coordinate press opportunities that are in keeping with a nature-based recreation marketing approach.

- Host 2 individual and/or region press trips to reach a specific target market segment.

- Partner with other tourism region(s) to co-sponsor/host 2 individual or group press opportunities.
- Generate 1-3 articles per journalist and/or photographer.
- Pursue media with vertical market penetration (print, internet and broadcast television) that support YC's nature-based recreation marketing strategy.

TOURISM DEVELOPMENT —

- Provide regional VIC's financial support for sufficient levels of staffing and distribution of visitor information.

TELEMARKETING & FULFILLMENT —

- Build awareness of Yellowstone Country through the distribution of printed materials including 230,000 travel planners using contracted services targeting markets both in and out-of-state, direct mail from the YC office, VICs, Chambers of Commerce and private businesses regionally and across the state.
- Respond to all direct inquiries within 5 working days.

6) TARGET GEOGRAPHIC MARKETS

Key Geographic Markets for Yellowstone Country (as identified in the ITRR 2005 non-resident visitor research study (Niche News: Yellowstone Country Traveler Characteristics) and the YC regional VIC (2002-2007) visitor statistics):

- Mountain Region: ID, CO, UT, WY, TX
- Pacific Region: CA, WA, OR
- Mid-Central Region: ND, SD, MN, WI, MI, IL
- East/Atlantic Region: FL, GA, PA
- Canadian Markets: SASK, ALB, MAN
- International Markets

7) TARGET DEMOGRAPHICS (as identified in the ITRR 2005 non-resident visitor research study--Niche News: Yellowstone Country Traveler Characteristics)

Demographics: YCMI strategic planning has identified the primary target for marketing and promotion efforts as recreationally minded geo- travelers who value protecting and enhancing our natural resources for future generations. Yellowstone Country's target audience is recreationally based as opposed to traditional age based demographics.

- Household income of \$40,000 and up (87% of visitors to YC are in this range, with 48% of those having household income of \$80,000+)

- Group size of 2- 6 (70% of travelers to the region travel in this group range, with 34% of those being couples)
- Environmentally-oriented consumers—“Sustainable Tourists” or “Geotourists”
- Active Travelers-all ages (YCMC has identified travelers who engage in outdoor recreation as a primary target segment, not by age or gender)

8) MARKETING METHODS/ADVERTISING MEDIA TO BE USED

Yellowstone Country Montana will work closely with our advertising agency to maintain the consistency and effectiveness of our message:

- **Travel Planner** — The Yellowstone Country Travel Planner is a comprehensive, full color, informational guide to our region. It is designed as a tool for visitors to use to explore or extend their stay in Yellowstone Country. This guide is designed to showcase our vertical markets of recreation and sightseeing during all seasons. Specific areas of interest focus on day trips and scenic loops that follow the rivers of Yellowstone Country. The planner is the primary response piece for direct inquiries and is distributed free of charge at Chambers, Visitor Information Centers (VICs), area attractions, & tourism-related businesses. The planner is available on the YC website for segmented electronic download & print, and will be placed in distribution racks in MT state rest areas and in the Billings & Bozeman airports.
- **Publicity** — YC will continue to promote individual and group press trips within Yellowstone Country while working jointly with the State, other Montana regions and the CVBs.
- **Yellowstone Country VIC & Kiosk Programs** — Eleven VICs and eleven YC-owned information kiosks are an integral part of marketing efforts, enabling YCMC to provide community, regional and state information to travelers.

CONSUMER ADVERTISING —

- **Winter Television** — YC will work with the four ski areas of Big Sky, Bridger Bowl, Moonlight Basin and Red Lodge Mountain to produce quality television advertising to attract visitors to the region.
- **Internet Advertising** — A variety of media will be used to drive consumers to our website using our host of URL names for recreation-specific promotions. Very specific banner and or sponsorship opportunities on select websites will be considered.
- **Print Advertising** — YC will continue to pursue print advertising opportunities and Joint Ventures with Travel Montana to place advertising in the publications that best pursue our vertical recreational markets.
- **Media Mix** — A media mix will be identified & implemented for specific target markets and may include any/all of the following: television, video, print, Internet, radio and display advertising.

ANNUAL BUDGET OVERVIEW

YELLOWSTONE COUNTRY MONTANA

FISCAL YEAR 2008/2009

FY 08/09 Projected Revenue (95%)	\$	828,544
FY 07/08 Uncommitted Funds Allocated to FY 09	\$	49,456
TOTAL BUDGET	\$	878,000

<u>PROJECT DESCRIPTION/CATEGORY</u>	<u>PROJECT BUDGET</u>	<u>TOTAL</u>
MARKETING SUPPORT		\$ 125,200
Administration (up to 20%)	\$ 105,360	
Opportunity (up to 10%)	19,840	
PUBLICATIONS		159,800
Travel Guide	159,800	
JOINT VENTURES	9,000	9,000
CONSUMER ADVERTISING		420,000
Multi-media Campaign	80,000	
Internet Advertising	20,000	
Winter Television	320,000	
WEBSITE DEVELOPMENT & MAINTENANCE	10,000	10,000
PUBLICITY	18,000	18,000
TOURISM DEVELOPMENT		110,000
VICs staff & postage	110,000	
TELEMARKETING/FULFILLMENT	26,000	26,000
TOTAL FY 08/09 BUDGET REQUESTED	100%	\$ 878,000

10% DECREASE:

- Projects we would ELIMINATE OR REDUCE if the budget decreased 10%:
—Tourism Development—VIC FUNDING PROGRAM

10% Increase: Consumer Advertising campaigns

PUBLICATIONS — TRAVEL PLANNER

ORGANIZATION NAME	YELLOWSTONE COUNTRY MONTANA
PROJECT NAME	PUBLICATIONS — TRAVEL PLANNER
APPLICATION COMPLETED BY	ROBIN HOOVER

PROJECT NARRATIVE

The *Yellowstone Country Travel Planner* continues to be the primary printed promotional piece for our region. A full color, informational planner provides the visitor a full understanding of the variety of vacation opportunities available year-round in the region. The *2009 Planner* will be produced with new creative that features excursions & highlights recreational opportunities along the river and highway corridors in the region. The planner will have new photo changes and updated copy. The trips and loop tours suggested, as well as pages for activities and calendar of events, will entice the vacation traveler as well as people from outlying areas to visit. The planners will be sent to Chambers, VICs, state rest areas, travel agencies, campgrounds, airports and other travel centers throughout the state for free distribution. This will also be posted as a downloadable pdf on the website and distributed in bulk to key target market areas such as Washington, Minnesota, the Dakotas, Utah, Colorado and Wyoming.

OBJECTIVES (Include objectives from narrative portion of plan.)

- Place travel planner in the hands of travelers moving throughout our target market areas.

FY 07 Objectives Assessment: YCMI used bulk mail shipping to distribute quantities of 5,500 travel guides for inquiries generated through the Madden print ad campaigns and 8,500 in response to inquiries generated through phone, mail, e-mail and Internet guest book. Certified Folders, the contracted distributor, distributed 158,000 throughout the targeted markets identified in the Annual Marketing Plan and along its MT distribution routes. Regional chambers received 60,000, which were distributed through the chamber office and Visitor Information Centers.

Refer to the portions of your marketing plan, which support this project.

- Identify and prioritize key marketing opportunities.
- Continue branding the region as “America’s 1st Playground” in all media campaigns.
- Continue branding Yellowstone National Park as a Montana product.

How does this project support the Strategic Plan?

- **Goal 1: Increase Four-season Tourism Revenues Statewide Through Effective Marketing & Promotions, Focusing on the High-Value, Low- Impact Visitors.**

The YC travel planner is designed as an all-season showcase of the diversity of year-round recreation found throughout the region.

Detail pages attached YES/No

PRINTED MATERIALS

SPECS FOR YELLOWSTONE COUNTRY TRAVEL Planner 2009

Publication	2009 Yellowstone Country Montana Travel Planner	
Quantity	230,000	
Color	Four-Color Process	
Paper Stock	Recycled Gloss Enamel Text	
Size	8 3/8" x 10 7/8"	
# of Pages	56 Pages	
Ad Sales	Yes	Percentage: 25% - 30%

DISTRIBUTION PLAN

Area — Yellowstone Country area Chambers and VICs, state rest areas, brochure racks serviced by Certified Folder within Yellowstone Country, state rest areas, travel agencies, campgrounds, airports & other travel centers in and around the region. The planner is the primary fulfillment piece used for direct inquiries to the YC office, and will be posted as a downloadable pdf on the website. Bulk distribution will be in key target market areas such as Washington, Minnesota, the Dakotas, Utah, Colorado and Wyoming.

Method — Distributed by Certified Folder Display Service and mailed in response to visitor requests via phone, email, and website.

BUDGET PAGE

PUBLICATIONS: TRAVEL PLANNER 2009

YELLOWSTONE COUNTRY MONTANA 2008/09

PROFESSIONAL SERVICES	STATE TOURISM FUNDS	OTHER ORGANIZATION FUNDS	TOTAL
CONCEPT	\$ 1,700		\$1,700
LAYOUT/DESIGN/ ART PRODUCTION/ TYPESETTING	10,000		10,000
COPYWRITING/ EDITING/PROOFING	8,700		8,700
PHOTOGRAPHY/ PHOTO SELECTION	9,700		9,700
ACCOUNT MANAGEMENT	4,200		4,200
PRODUCTION MANAGEMENT & TRAFFIC	8,750		8,750
PRINTING/PRINT PREP/ FREIGHT	115,000		115,000
OTHER: FAX/PHONE/ SHIPPING/POSTAGE	1,750		1,750
<u>PROJECT TOTAL</u>		\$ 159,800	\$ 159,800

Requested Approval

☐ Final

☒ Preliminary

CONSUMER ADVERTISING — MULTI-MEDIA CAMPAIGN

ORGANIZATION NAME YELLOWSTONE COUNTRY MONTANA
PROJECT NAME MULTI-MEDIA NICHE MARKET CAMPAIGN
APPLICATION COMPLETED BY ROBIN HOOVER

PROJECT NARRATIVE

A media mix will be identified & implemented for specific target markets and may include any/all of the following: television, video, print, Internet, radio and display advertising.

OBJECTIVES

- Take advantage of the strong visual beauty and attractiveness of the Yellowstone Country region through the use of a media mix

*****Project details and specific project objectives to be submitted for final approval when project is developed.**

Refer to the portions of your marketing plan, which support this project.

How does this project support the Strategic Plan?

Detail pages attached YES/No

SPECS: To be submitted with project application if applicable

PRINTED MATERIALS: To be submitted with project application if applicable

DISTRIBUTION PLAN (Area & Method): TBD
AREA –METHOD –TBD

BUDGET PAGE

MULTI-MEDIA CAMPAIGN

YELLOWSTONE COUNTRY MONTANA 2008/09

PROFESSIONAL SERVICES	STATE TOURISM FUNDS	OTHER ORGANIZATION FUNDS	TOTAL
CONCEPT	\$	\$	
LAYOUT/DESIGN/ ART PRODUCTION/ TYPESETTING			
COPYWRITING/ EDITING/PROOFING			
PHOTOGRAPHY/ PHOTO SELECTION			
ACCOUNT MANAGEMENT			
PRODUCTION MANAGEMENT & TRAFFIC			
PRINTING/PRINT PREP/ FREIGHT			
OTHER: FAX/PHONE/ SHIPPING/POSTAGE			
PROJECT TOTAL	\$	80,000	\$ 80,000

CONSUMER ADVERTISING — INTERNET ADVERTISING

ORGANIZATION NAME	YELLOWSTONE COUNTRY MONTANA
PROJECT NAME	INTERNET ADVERTISING 2008/09
APPLICATION COMPLETED BY	ROBIN HOOVER

PROJECT NARRATIVE

A variety of media will be used to drive consumers to the website using the host of recreation-specific URL domain names purchased by YCMI. The Internet Ad campaign will be promotions targeted to recreation-oriented vertical markets. Very specific banner and or sponsorship opportunities on select websites will be considered.

OBJECTIVES (Include objectives from narrative portion of plan.)

- To drive internet consumers to our primary website.
- Request that all YC partners link their websites to www.yellowstonecountry.net
- Invest in web advertising programs (including Google Adwords) that specifically promote and link to the recreational activity focus and event offerings on our primary website.
- Purchase links on Yellowstone-specific websites and Yellowstone-related sites targeting those already recognized as having premium web presence and content.
- Distribute web-based press and media releases to promote any upgrades, changes or additions to our [yellowstonecountry.net](http://www.yellowstonecountry.net) website (e.g., new videos, streaming data additions, etc.)

FY 07 Objectives Assessment: The results were positive and informative. A total of 3,942 immediate click-throughs were generated and there were 215,070 page views. A quick overview of specific results included:

- All seven websites produced click-through results. The highest number of click-throughs came from the Grand Teton National Park website, followed by Yellowstone Park related sites. The websites with the fewest click-throughs were the Jackson Hole and Glacier National Park sites.
- It was interesting that the Black Hills, SD site generated more click-throughs than we anticipated, primarily through the global placements.
- In terms of placement, the best spots for producing click-throughs were the global spotlight on home (primary) pages. This is standard within the industry because the home page is the first page most visitors see on a site (sometimes the only page).

- Placement on lodging pages also produced a higher number of click-throughs. However, placements on “events” pages (pages containing calendars or listing of local events) produced higher click-throughs than we anticipated. We surmised that the visitors clicking-through were so qualified that they had already made a decision to come and were now focusing on timing, especially around special events.
- The highest number of pageviews (impressions) came from the Grand Teton Park website (matching click-through rates). We believe that this again stems from the fact that these visitors were highly qualified. They had made a decision to visit Grand Teton National Park and were now working on routes, additional places to visit, other nearby attractions. This highlights the fact that leveraging visitors to Cody, Yellowstone, and Jackson Hole is a cost-effective marketing strategy for Yellowstone Country.

Refer to the portions of your marketing plan, which support this project.

- Identify and prioritize key marketing opportunities.
- Continue branding the region as “America’s 1st Playground” in all media campaigns.
- Continue branding Yellowstone National Park as a Montana product.
- Maximize efficiency of marketing campaigns by developing key strategic partnerships to help leverage and increase available promotional funding.
- Sell specific event and cultural/historical offerings in conjunction with a trip to the national parks. Emphasize the activities that can be found in Yellowstone Country that may not be available in the parks.
- Attract new tourism dollars into the region.
- Increase tourism dollars by extending lengths of stay in the region.

How does this project support the Strategic Plan?

- **Goal 1: Increase Four-season Tourism Revenues Statewide Through Effective Marketing & Promotions, Focusing on the High-Value, Low-Impact Visitors.**

Again, YC is taking a very pro-active, aggressive ALL-SEASON marketing approach, targeting key demographic and geographic geo-tourists seeking a quality, recreation-based experience.

- **Goal 5: Support Appropriate Tourism Business Growth.**

The premise of targeting specific vertical niche markets allows YC to help promote tourism-related businesses that have the capacity to provide the product/experience sought by visitors while at the same time managing industry growth.

Detail pages attached YES/No

BUDGET PAGE

*****YC will submit final budget details for final approval.**

CONSUMER ADVERTISING: INTERNET ADVERTISING

YELLOWSTONE COUNTRY MONTANA 2008/09

PROFESSIONAL SERVICES	STATE TOURISM FUNDS	OTHER ORGANIZATION FUNDS	TOTAL
BANNER ADS AND SPONSORSHIPS ON RECREATION SPECIFIC WEBSITE PORTALS	\$	\$	
SEARCH ENGINE ADVERTISEMENTS- YAHOO, GOOGLE, ETC			
PROJECT TOTAL	\$ 20,000	\$	20,000

CONSUMER ADVERTISING — WINTER TELEVISION

ORGANIZATION NAME	YELLOWSTONE COUNTRY MONTANA
PROJECT NAME	CONSUMER ADVERTISING — WINTER CAMPAIGN 2008/09
APPLICATION COMPLETED BY	ROBIN HOOVER

PROJECT NARRATIVE

YC will work with the four ski areas of Big Sky, Bridger Bowl, Moonlight Basin and Red Lodge Mountain to produce quality television advertising to attract visitors to the region. New and separate creative for alpine, Nordic and snowmobiling will be created for both broadcast and internet media applications. Because the ski/winter activity industry is subject to weather and snow conditions, YC feels it is realistic to expect a 3% increase in the annual 5-year average skier visit numbers collectively for the four winter ski resorts. Skier visits can vary dramatically on an annual basis. Five year average trends account for variability in snow conditions which strongly impact skier visits numbers.

The Winter Campaign promotion will also include the in-state PSA spots “Quiet Side of Winter,” with all new creative that features cross-country skiing, snowshoeing, wildlife watching, etc ., using the footage from the YCMI video. The goal is to increase winter visitation by showing viewers that Yellowstone Country is a nearby, premier destination with diverse winter recreation options and encourage them to visit.

OBJECTIVES (Include objectives from narrative portion of plan.)

- Achieve total skier visit numbers 3% or greater than the trending 5 year average.
- Increase awareness of diversity of region’s winter experience by featuring alternate activities
- Identify one new winter target market—Denver is the one identified for FY 09

FY 07 Objectives assessment: Despite a decline in actual skier days due to weather issues, our Winter TV campaign is still very effective as a marketing & promotion project as it drives viewers to access the Yellowstone Country Internet website, thereby raising the awareness of travelers that Yellowstone Country is a year-round vacation destination, with a multitude of activity-based experiences. Also, the Winter TV

campaign is viewed as a key component for helping to generate both lodging revenue and retail dollars, which ultimately impacts the winter economy of local host communities.

Refer to the portions of your marketing plan, which support this project.

- Identify and prioritize key marketing opportunities.
- Continue branding the region as “America’s 1st Playground” in all media campaigns.
- Continue branding Yellowstone National Park as a Montana product.
- Maximize efficiency of marketing campaigns by developing key strategic partnerships to help leverage and increase available promotional funding.
- Sell specific event and cultural/historical offerings in conjunction with a trip to the national parks. Emphasize the activities that can be found in Yellowstone Country that may not be available in the parks.
- Attract new tourism dollars into the region.
- Increase tourism dollars by extending lengths of stay in the region.

How does this project support the Strategic Plan?

- **Goal 1: Increase Four-season Tourism Revenues Statewide Through Effective Marketing & Promotions, Focusing on the High-Value, Low-Impact Visitors & Goal 5: Support Appropriate Tourism Business Growth.**

The majority of YC funding is allocated to Consumer Advertising projects designed to target the identified “geo-tourist” and YC will seek public & private partnerships that will help leverage the high-value, low-impact experience, while helping businesses to grow and prosper in an environmentally friendly way.

Detail pages attached YES/No

TELEVISION ADVERTISING

City of Location: Minneapolis, MN
Length of Spot: :30
Dayparts: 6 am - Midnight

Area of Coverage: Minneapolis ADI
Weeks of Play: 4-8 Week Flights
Nov 2008-Mar 2009

City of Location: Fargo/Moorehead, ND
ADI
Length of Spot: :30
Dayparts: Daytime, Prime, and News Fringe

Area of Coverage: Fargo/Moorehead
Weeks of Play: 4-8 Week Flights
Nov 2008-Mar 2009

City of Location: Sioux Falls/Mitchell, SD
Falls/Mitchell ADI
Length of Spot: :30
Dayparts: Daytime, Prime, and News Fringe

Area of Coverage: Sioux
Weeks of Play: 4-8 Week Flights
Nov 2008-Mar 2009

City of Location: Bismarck/Dickinson
ADI
Minot/Williston, ND
Length of Spot: :30
Dayparts: Daytime, Prime, News, and Fringe

Area of Coverage: Bismarck/Minot
Weeks of Play: 4-8 Week Flights
Nov 2008-Mar 2009

City of Location: Rapid City, SD
Length of Spot: :30
Dayparts: Daytime, Prime, News, and Fringe

Area of Coverage: Rapid City ADI
Weeks of Play: 4-8 Week Flights
Nov 2008-Mar 2009

City of Location: Casper, WY
Length of Spot: :30
Dayparts: Daytime, Prime, News, and Fringe

Area of Coverage: Casper ADI
Weeks of Play: 4-8 Week Flights
Nov 2008-Mar 2009

City of Location: Denver, CO
Length of Spot: :30
Dayparts: Daytime, Prime, News, and Fringe

Area of Coverage: Denver ADI
Weeks of Play: 4-8 Week Flights
Nov 2008-Mar 2009

City of Regina, Sask, CANADA
Length of Spot: :30
Dayparts: Daytime, Prime, News, and Fringe

Area of Coverage: Regina
Weeks of Play: 4-8 Week Flights
Nov 2008-Mar 2009

Cities of Location: (in Montana)
Billings, Butte/Bozeman, Great Falls,
Helena, Missoula/Kalispell
Length of Spot: :30 Nov 2008-Mar 2009
Dayparts: Daytime, Prime Access,
Prime, News, Fringe

Area of Coverage: Montana DMAs
Weeks of Play: 4-8 Week Flights
Nov 2007 - Mar 2008

BUDGET PAGE

CONSUMER ADVERTISING: WINTER TELEVISION

YELLOWSTONE COUNTRY MONTANA 2008/09

PROFESSIONAL SERVICES	STATE TOURISM FUNDS	OTHER ORGANIZATION FUNDS	TOTAL
Duplication/ Packaging	\$ 2,000	\$	2,000
Production	16,500		16,500
Media	300,050		300,050
Other: Fax/Phone/ Shipping/Postage	1,450		1,450
PROJECT TOTAL	\$ 320,000	\$	320,000

WEBSITE DEVELOPMENT & MAINTENANCE

ORGANIZATION NAME **YELLOWSTONE COUNTRY MONTANA**
 PROJECT NAME **WEBSITE DEVELOPMENT & MAINTENANCE 2008/09**
 APPLICATION COMPLETED BY **ROBIN HOOVER**

WEBSITE DEVELOPMENT

Continue site architecture, addition of new pages, graphic design enhancement, database development, project management, consulting, site analysis, new hardware, software or network enhancement purchases as required, photos & text, testing & implementation

ONGOING SITE MAINTENANCE

Email, Intranet newsletter production & distribution, electronic database updates, regular content/photo updating, website performance tools & reports, development of media & content libraries, link review & changes, test & troubleshoot, training & technology assistance as needed, interface with Travel Montana and other tourism related organizations

OBJECTIVES (Include objectives from narrative portion of plan.)

- Continue to expand site architecture based on user-friendly database applications for easier site updates and maintenance
- Build multi-layered website maps with specific, detailed information; i.e fishing accesses, skiing, whitewater rafting, etc.
- Improve searchability & recognition on search engines
- Increase number of page views by 15% over previous year
- Increase unique site visits by 15% over previous year
- Increase average site visit time by 15% over previous year
- Conduct quarterly website performance reviews
- Develop electronic database for future marketing campaigns through information captured from guest book, WebTrends reports, direct inquiries

FY 07 Objectives Assessment: Website performance was based on the use of Google Analytics, which examines indices such as number of visitors, time on site, number of pages viewed, etc. Direct results for website performance can be measured in simpler terms, such as the number of requests for the Yellowstone Country Travel guide (printed magazine). A comparison of website performance for

2007 for 2006 shows these results:	2006	2007
# site visits	28,077	67,311
Unique Visitors	24,905	59,483
Pageviews	46,066	274,798
Average pageviews	1.64	4.08
Average Time on site	1:34	2:45
New visits	61.28%	87.93%

The Yellowstone Country website showed significant improvement in every category. Yellowstone Country met its objective to increase website visitation by 15% with an actual overall increase of 30% over the previous year. Not only are more visitors coming to the site, but they are spending more time and looking at more pages per visit. This indicates that visitors are finding the right content for their needs.

Refer to the portions of your marketing plan, which support this project.

- Identify and prioritize key marketing opportunities.
- Continue branding the region as “America’s 1st Playground” in all media campaigns.
- Continue branding Yellowstone National Park as a Montana product.
- Maximize efficiency of marketing campaigns by developing key strategic partnerships to help leverage and increase available promotional funding.
- Sell specific event and cultural/historical offerings in conjunction with a trip to the national parks. Emphasize the activities that can be found in Yellowstone Country that may not be available in the parks.
- Attract new tourism dollars into the region.
- Increase tourism dollars by extending lengths of stay in the region.

How does this project support the Strategic Plan?

- **Goal 1: Increase Four-season Tourism Revenues Statewide Through Effective Marketing & Promotions, Focusing on the High-Value, Low-Impact Visitors.**

Again, YC is taking a very pro-active, aggressive marketing approach, targeting key demographic and geographic geo-tourists seeking a quality, recreation-based experience.

Detail pages attached YES/No

BUDGET PAGE

WEBSITE DEVELOPMENT & MAINTENANCE 2009

YELLOWSTONE COUNTRY MONTANA 2008/09

PROFESSIONAL SERVICES	STATE TOURISM FUNDS	OTHER ORGANIZATION FUNDS	TOTAL
WEBSITE MAINTENANCE	\$ 2,500	\$	2,500
WEBSITE MAP CONSTRUCTION	7,500		7,500
PROJECT TOTAL	\$ 10,000	\$	10,000

Approval Requested ___Final _X_Preliminary

PUBLICITY — INDIVIDUAL AND GROUP PRESS TRIPS

ORGANIZATION NAME	YELLOWSTONE COUNTRY MONTANA
PROJECT NAME	PUBLICITY — INDIVIDUAL & GROUP PRESS TRIPS
APPLICATION COMPLETED BY	ROBIN HOOVER

PROJECT NARRATIVE

The Yellowstone Country individual and group press trips are coordinated to tell a story about the vast recreational, cultural and historical opportunities in Yellowstone Country. These publicity efforts allow us the opportunity to take our consumer advertising projects a step further. Placing print, television, radio and Internet ads builds awareness and has a specific call to action; however, providing potential visitors with a credible, first-hand account of the actual experience through the words of a quality journalist gives the extra “bang for the buck.” FY 08 press trips include “Crow Country,” a partnership project between Yellowstone Country and Custer Country featuring the Native American history & culture, “Tributaries of the Yellowstone,” a two-part trip designed to showcase the smaller communities (and their unique attractions & events) along the river corridors, and “Fall Extravaganza,” which will feature the multitude recreational and cultural activities to be found during one of the shoulder seasons. All of these trips are in keeping with YC’s nature-based recreation marketing strategy, and YC will develop FY 09 trips around this continued effort.

OBJECTIVES (Include objectives from narrative portion of plan.)

- Host 2 individual and/or region press trips to reach a specific target market segment
- Partner with other tourism region(s) to co-sponsor/host 2 individual or group press opportunities
- Generate 1-3 articles from per journalist and/or photographer
- Pursue media with vertical market penetration (print, internet and broadcast television) that support YC’s nature-based recreation marketing strategy.

FY 07 Objectives assessment: Although YC did not meet the objective of hosting 1-3 press trips, we were able to run one individual trip: **List of Published Articles To-Date:** Cross Country Skier Magazine 12/07, “A Yellowstone Country Sampler” Ron Bergin, editor, journalist (Publicity Value: \$8,906.25) Quiet Side of Winter 07 press trip.

The individual press trip was cost effective because YCMI was able to partner with Xanterra (comped meals & lodging in YNP), regional businesses provided discount services, and one YCMI board member volunteered guide services. This partnership planning enabled us to keep the overhead relatively low, while also addressing the identified objectives of leveraging existing promotional funds, partnering with public and private entities, and showcasing the region as a premier vacation destination.

Refer to the portions of your marketing plan, which support this project.

- Identify and prioritize key marketing opportunities.
- Continue branding the region as “America’s 1st Playground” in all media campaigns.
- Continue branding Yellowstone National Park as a Montana product.
- Develop & utilize hospitality, education and training programs as a means to inform residents and business operators about the economic and social value of tourism to a community, region and the state.
- Work to preserve and enhance existing assets, amenities and natural resources in the region.
- Maximize efficiency of marketing campaigns by developing key strategic partnerships to help leverage and increase available promotional funding.

How does this project support the Strategic Plan?

- **Goal 1: Increase Four-season Tourism Revenues Statewide Through Effective Marketing & Promotions, Focusing on the High-Value, Low- Impact Visitors.**
- **Goal 2: Attain Public Policy and Citizen Support for Sustainable Tourism & Recreation.**
- **Goal 4: Enhance & Preserve Montana’s Culture & History.**
- **& Goal 9: Increase Funding to Maintain Sustainable Tourism & Recreation.**

Focusing publicity efforts on highlighting key vertical markets, such as Native American culture, community festivals & events, and outdoor recreation helps to achieve this goal, as YC will be seeking project partners who understand and practice the principle of preserving and enhancing the experience for all.

Detail pages attached YES/No

BUDGET PAGE**PUBLICITY: INDIVIDUAL & GROUP PRESS TRIPS**

YELLOWSTONE COUNTRY MONTANA 2008/09

PROFESSIONAL SERVICES	STATE TOURISM FUNDS	OTHER ORGANIZATION FUNDS	TOTAL
TRAVEL:	\$ 6,000	\$	6,000
ACTIVITY/ENTRANCE FEES	1,000		1,000
GUIDE FEES	2,000		2,000
LODGING	3,000		3,000
MEALS	2,500		2,500
MISCELLANEOUS *	200		200
TRANSPORTATION	3,300		3,300
<u>PROJECT TOTAL</u>	\$ 18,000	\$	<u>18,000</u>

Approval Requested <input type="checkbox"/> Final <input checked="" type="checkbox"/> Preliminary

TOURISM DEVELOPMENT

ORGANIZATION NAME
PROJECT NAME
APPLICATION COMPLETED BY

**YELLOWSTONE COUNTRY MONTANA
TOURISM DEVELOPMENT
ROBIN HOOVER**

VISITOR INFORMATION CENTER FUNDING

The goal of this program is to provide funding to eligible Chamber's and Visitor Information Centers (VICs) for additional staffing or extend hours and provide distribution assistance for vacation information packets.

The regional VICs are a vital component of YC's efforts to entice travelers to visit, stay longer and do more while in Montana. The state-run VICs served 215,159 visitors in 2007, and 202,092 visitors in 2006. In comparison, YCMI's VICs served 92,000 in 2007 and 143,900 in 2006. (The decrease from 2006 to 2007 in YC VIC visitors has been attributed to changes in accounting methods). The number of travelers stopping at regional VICs is significant; these statistics show that many people may be stopping at several communities as they move through the state, not just at the main entry points. VIC travel counselors cite that visitors often indicate they find the first-hand information they receive at the centers to be the most valuable once they have arrived.

This program allows participants the opportunity to have longer hours, employ travel counselors who are knowledgeable about the region, and provide information assistance and encourage visitors to stay longer in Yellowstone Country. The distribution program allows participants to supply potential visitors with accurate travel information, including Yellowstone Country publications, on a year-round basis. The program also provides the means for Yellowstone Country to gather demographic information regarding potential market areas and travel trends through visitor tracking information.

OBJECTIVES (Include objectives from narrative portion of plan.)

- Build awareness of Yellowstone Country through the distribution of printed materials including 230,000 travel planners using contracted services targeting markets both in and out-of-state, direct mail from the YC office, VICs, Chambers of Commerce and private businesses regionally and across the state.
- Respond to all direct inquiries within 5 working days.

Refer to the portions of your marketing plan, which support this project.

- Continue branding Yellowstone National Park as a Montana product.

- Develop & utilize hospitality, education and training programs as a means to inform residents and business operators about the economic and social value of tourism to a community, region and the state.
- Sell specific event and cultural/historical offerings in conjunction with a trip to the national parks. Emphasize the activities that can be found in Yellowstone Country that may not be available in the parks.
- Attract new tourism dollars into the region.
- Increase tourism dollars by extending lengths of stay in the region.

FY 07 Objectives Assessment: See Statistics on the following 2 pages.

How does this project support the Strategic Plan?

- **Goal 6: Address Tourism & Recreation Professional Development.**
YC works with VIC staff to educate and inform them of the social & economic importance of the tourism industry to their community, and of the multitude of experiences to be found throughout the local area, region and state.

Detail pages attached YES/No

BUDGET PAGE

TOURISM DEVELOPMENT

YELLOWSTONE COUNTRY MONTANA 2008/09

PROFESSIONAL SERVICES	STATE TOURISM FUNDS	OTHER ORGANIZATION FUNDS	TOTAL
Per individual requests from chambers and VICs (Livingston, West Yellowstone, etc.)	\$ 110,000		\$ 110,000
PROJECT TOTAL	\$ 110,000		\$ 110,000

POSTAGE AND STAFFING SUMMARY 2-Year Comparison

Chamber / VIC	Postage Summary		Staffing Summary							
	Total # packets sent		# Visitors assisted		Total staff hours Funded by YCMI		# of staff *		Avg. Pay \$ / Hour	
	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007
Big Sky	9,308	9,380	3,422	3,168	831.5	833	2	2	\$11.50	\$12.00
Bozeman	N/A	N/A	5,235	3,815	989.5	891	1	1	\$11.00	\$10.00
Cooke City	247	N/A	3,521	3,899	1002	990.25	6	4	\$ 8.04	\$ 8.43
Gardiner	332	322	8,418	4,230	574.	981	5	6	\$ 7.25	\$ 8.66
Livingston	622	622	1,992	5,921	1357	1,310	2	2	\$ 7.25	\$ 7.25
Red Lodge	N/A	N/A	9,051	9,628	1228	1,176	4	9	\$ 7.50	\$ 8.50
Stillwater	N/A	N/A	N/A	863	N/A	720	N/A	4	N/A	\$ 8.00
Sweet Grass	76	N/A	3,074	3,053	1024	952	4	4	\$ 8.50	\$10.50
Three Forks	69	34	3,679	3,671	1046	1,047	5	5	\$ 7.25	\$ 7.30
West Yellowstone	N/A	N/A	105,508	53,756	1090.5	1,226	6	2	\$ 8.20	\$ 8.15
Totals	10,680	10,358	143,900	92,004	9,143	10,126	35	35	\$ 8.50	\$ 8.88

2007 SUMMARY:

- Total # of VIC / Chambers assisted: **10** Postage/Distribution: **4** Staffing assistance: **10**
- Total funds distributed: **\$93,280.00**
- Staffing assistance: **\$82,053.59** Postage/Distribution: **\$11,226.41**
- Total packets sent: **10,358** Total visitors assisted: **92,004**

Top 10 VISITORS States 2007: MT, WA, CA, MN, TX, CO, WY, AZ, FL, WI

Top 10 POSTAGE States 2007: CA, FL, PA, WA, TX, AL, MN, CO, GA, IL

Approval Requested

X Final

___ Preliminary

TELEMARKETING/FULFILLMENT

ORGANIZATION NAME

YELLOWSTONE COUNTRY MONTANA

PROJECT NAME

TELEMARKETING/FULFILLMENT

APPLICATION COMPLETED BY

ROBIN HOOVER

PROJECT NARRATIVE

This budget supports distribution of YC's printed materials to non-resident and resident visitors, toll-free phone service, shipping and postage. As the primary means of distribution to both regional outlets and identified out-of-state hubs, YC contracts with Certified Folder Services to distribute the travel planners throughout the drive/fly in markets of Washington, Minnesota, the Dakotas, Utah, Colorado and Wyoming. CFS stocks the planners in eligible MT state rest areas, and stocks other printed materials such as the YC map brochure in CFS brochure racks located along the Yellowstone route.

OBJECTIVES (Include objectives from narrative portion of plan.)

- Build awareness of Yellowstone Country through the distribution of printed materials including 230,000 travel planners using contracted services targeting markets both in and out-of-state, direct mail from the YC office, VICs, Chambers of Commerce and private businesses regionally and across the state.
- Respond to all direct inquiries within 5 working days.

FY 07 Objectives Assessment: The objectives for this project were to distribute 230,000 YC travel guides through bulk distribution in key target areas and to use them as a direct inquiry fulfillment piece. We believe that the methods used for telemarketing / fulfillment for the distribution of the 2007 Yellowstone Country Travel Guide was a success for several reasons. These methods include the 800#, (used for direct contact/inquiries to the region), distributing the Travel Guide as a response piece for print campaigns, postage, distribution services, and freight / handling. A quantity of 60,000 travel guides were direct shipped or delivered by Certified to regional chambers and additional 158,000 YC travel guides along CF's routes in SD, UT, WY and WA. Regarding the cost of distribution through the mail and distribution service, our fulfillment program is effective. 8,500 guides were distributed through direct inquiries to the YCMI region office. (5,000+ were distributed in response to the YC warm season print ad campaigns) and 5500 were bulk shipped in response to the Joint Venture madden newspaper insert campaign. The individual mailing cost at first class postage is \$1.54 per guide. Using the bulk mail permit to send the guide for reader response to a print campaign is \$.44/piece. Certified Folder's direct route

distribution is approximately \$.18/guide and with their buying power (as a distribution center) can ship at a much lower UPS rate than YCMI.

Refer to the portions of your marketing plan, which support this project.

- Attract new tourism dollars into the region.
- Increase tourism dollars by extending lengths of stay in the region.

How does this project support the Strategic Plan?

- **Goal 1: Increase Four-season Tourism Revenues Statewide Through Effective Marketing & Promotions, Focusing on the High-Value, Low-Impact Visitors.**

Distribution of the travel planner works toward this goal by building awareness for potential visitors in key markets of the multitude of recreation and cultural experiences available in Montana.

Detail pages attached YES/No

BUDGET PAGE

TELEMARKETING/FULFILLMENT

YELLOWSTONE COUNTRY MONTANA 2008/09

PROFESSIONAL SERVICES	STATE TOURISM FUNDS	ORGANIZATION FUNDS	OTHER TOTAL
TOLL FREE LINE	\$ 1,000		\$ 1,000
POSTAGE	2,800		2,800
SHIPPING/FREIGHT *	4,000		4,000
FULFILLMENT BY CONTRACTOR (Certified Folder Distribution)	18,000		18,000
ENVELOPES/LABELS/ SUPPLIES	200		200
PROJECT TOTAL	\$ 26,000		\$ 26,000

* UPS, Fed Ex, etc.